FEEL THE BOOST

ELEVATE YOUR BRAND IN THE AWARD-WINNING MEDIA THAT HAS EYECARE PROS RAVING.

MEDIA PRODUCTS
PRINT / ONLINE / CUSTOM CONTENT / EVENTS / PODCASTS / WEBINARS
The only “how to” magazine for the eyecare business, INVISION focuses on ECP success stories, practical solutions to universal business problems and product showcases, all designed to give eyecare professionals the tools, inspiration and information they need to thrive.

MORE THAN 100 ADDITIONAL READER RAVES ONLINE AT: smartworkmedia.com/iv-raves

“YOU PEOPLE GO ABOVE AND BEYOND TO KEEP THIS MAG FRESH AND HIP. KEEP UP THE OUTSTANDING WORK.”

RICK RICKGAUER, VISION ASSOCIATES, GIRARD, PA

DEDICATED TO THE SUCCESS OF THE INDEPENDENT EYECARE PROFESSIONAL

INVISION
QUALITY DESIGN AND CONTENT THAT GRABS READER ATTENTION

Bright, sassy and designed to attract maximum attention, INVISION — in print and online — has been recognized for excellence in journalism and design every year since its debut. SmartWork Media, the parent company of INVISION, has won a total of 142 international honors—more than any other comparably-sized trade publishing company in the industry.

SEE OUR FULL LIST OF AWARDS AT: smartworkmedia.com/awards

WHO'S GOT THE BEST PUBLICATION IN B2B MEDIA? WE DO.

In April 2019, INVISION won its biggest honor yet — taking home one of B2B publishing's most prestigious prizes, the Neal Award for Best Single Issue. Judges selected the Nov-Dec 2018 issue of our publication as the winner.

Adam Ramsey, OD, of Iconic Eye Care in Palm Beach Gardens, FL, says:

"THIS IS THE ONLY MAGAZINE I READ COVER TO COVER AND AM EXCITED WHEN I RECEIVE IT."
INTEGRATED MARKETING WITH INVISION

INVISION MAGAZINE

30,200
PRINT COPIES DISTRIBUTED*

97%
RETAILER CIRCULATION* 
* Source: BPA Audit, June 2019

INVISIONMAG.COM

20,231
AVG USERS PER MONTH*

33,714
AVG SESSIONS PER MONTH*

61,975
AVG PAGEVIEWS PER MONTH* 
* Source: Google Analytics, July 1, 2019-Sept 30. 2019

SOCIAL MEDIA

5,400+
Facebook followers

1,100+
Private Facebook community

8,500+
Instagram followers

800+
Brain Squad members

OFFERING A HIGH-IMPACT PRESENCE IN ALL MEDIA CHANNELS

INVISION takes an integrated approach to maximizing your marketing efforts and budget. Whether it’s an ad campaign for print or online, sponsored content, a webinar, podcast or e-mail campaign, the INVISION Sales & Marketing Team will partner with you to design a program that’s unique to your needs.

SEE MORE DETAILS AT: smartworkmedia.com/ivhome

“YOUR MAGAZINE GETS BETTER AND BETTER. I LOOK FORWARD TO EACH MONTH’S ISSUE MORE THAN ANY OTHER INDUSTRY PUBLICATION.”

Mitch Kaufman of Marine Park Family Vision, Brooklyn, NY, says:
As if you didn’t know, content is king. That’s why SmartWork Media’s Content Studio is ready and willing to help you to tell your story in the strongest, most impactful way possible.

From print to videos, webinars to podcasts, the SmartWork Media Content Studio works with you to create content that focuses your brands’ strengths and delivers your story to our network of over 30,000 independent eyecare professionals.

The SWM Content Studio takes a tailored approach to each client’s needs and will work with you to identify the best strategy for your brand.
Almost 100% of INVISION’s circulation goes to practicing optometrists, ophthalmological practices and dispensaries. With inspiring content and consumer magazine-quality design and targeted audience, INVISION creates an environment where your brand will shine.

**BREAKDOWN BY ROLE**

- **57.1%**
  - Optometrist
  - 17,246 copies

- **22.6%**
  - Owner, Executive, Manager, and Other
  - 6,801 copies

- **14.8%**
  - Vice President, Director, Executive, and Other
  - 4,483 copies

- **5.5%**
  - Ophthalmologist
  - 1,670 copies

**INVISION CIRCULATION**

**KEY DECISION-MAKERS? YOU’LL REACH THEM WITH INVISION**

Almost 100% of INVISION’s circulation goes to practicing optometrists, ophthalmological practices and dispensaries. With inspiring content and consumer magazine-quality design and targeted audience, INVISION creates an environment where your brand will shine.

**TOTAL QUALIFIED CIRCULATION**

30,200*

* Statistics: June 2019 BPA Brand Report

**INVISION 2020 MEDIA PLANNING GUIDE**

Christine Howard of Attleboro Vision Care in Attleboro, MA, says:

“INVISION MAGAZINE TRULY DOES KEEP ME INFORMED AND EDUCATED WHICH HELPS ME TO ENVISION WHAT IS POSSIBLE FOR MY OFFICE TO GROW AND SUCCEED.”
INVISION READER SURVEY

INFLUENCE THE MOST PASSIONATE, COMMITTED EYECARE PROS WITH INVISION

INVISION and INVISIONMAG.COM have the power to influence buyers. Whether in print or online, INVISION reaches key decision makers, engaging them with award-winning journalism designed to hold their attention. It’s the loyalty-driven environment you want for your brands.

WHAT ARE YOUR CLIENTS READING? HERE’S HOW TO FIND OUT:
smartworkmedia.com/iv-challenge

PUBLICATION COMPARISON
INVISION print and digital products are preferred versus rivals.

READER ACTION STUDY
INVISION inspires high levels of advertiser-friendly reader actions.

98%
NET READER ACTIONS
Industry average: 87%

58%
VISITED ADVERTISERS’ WEBSITE
Industry average: 54%

46%
BOUGHT PRODUCTS
Industry average: 16%

30%
RECOMMENDED PURCHASE
Industry average: 23%

22%
REQUESTED ADDITIONAL INFORMATION
Industry average: 22%

*Results are over 100% since readers selected more than one choice.

## POPULAR DEPARTMENTS IN EACH EDITION OF INVISION

### AMERICA’S FINEST
The country’s most innovative optical retailers.

### BENCHMARKS
Best practices by category.

### BEST OF THE BEST
Actions worth emulating.

### CALENDAR
Key dates and how to make the most of them.

### EYE PRO GEAR
Products you need.

### MANAGER’S TO-DO
The ultimate guide to the coming month.

### REAL DEAL
Readers solve real-life eyecare business situations.

### SANITY FILES
Eyecare pros share their secrets for keeping their cool.

### TIP SHEET
Smart advice for eyecare business owners.
# 2020 Print Rates & Sizes

## Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>2-Page Spread</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>12x</td>
<td><strong>$11,310</strong></td>
<td><strong>$6,330</strong></td>
<td><strong>$5,210</strong></td>
<td><strong>$4,190</strong></td>
<td><strong>$3,510</strong></td>
<td><strong>$2,935</strong></td>
</tr>
<tr>
<td>6x</td>
<td>$11,920</td>
<td>$6,675</td>
<td>$5,470</td>
<td>$4,400</td>
<td>$3,690</td>
<td>$3,100</td>
</tr>
<tr>
<td>3x</td>
<td>$12,540</td>
<td>$7,020</td>
<td>$5,770</td>
<td>$4,635</td>
<td>$3,880</td>
<td>$3,250</td>
</tr>
<tr>
<td>1x</td>
<td>$13,190</td>
<td>$7,395</td>
<td>$6,070</td>
<td>$4,880</td>
<td>$4,090</td>
<td>$3,430</td>
</tr>
</tbody>
</table>

### Trim Size

- **12x**: 18” x 10⅞
- **6x**: 9” x 10⅞
- **3x**: 9 ¾” x 11 ¾”
- **1x**: 17” x 9 ¾”

### Bleed

- **12x**: 5 ¾” x 10 ⅞ (vertical) / 2 ¾” x 10 ⅞ (horizontal)
- **6x**: 4 ¼” x 10 ⅞ (vertical) / 3 ¼” x 10 ⅞ (horizontal)
- **3x**: 3” x 11 ¾ (vertical) / 9 ¼” x 3 ½ (horizontal)
- **1x**: 2” x 9 ¾ (vertical) / 8 ⅛” x 3 ½ (horizontal)

### Non-Bleed

- **12x**: 5 ½” x 9 ½ (vertical) / 8” x 6 ⅞ (horizontal)
- **6x**: 3 ⅝” x 9 ⅞ (vertical) / 8” x 4 ¾ (horizontal)
- **3x**: 2 ⅝” x 9 ⅞ (vertical) / 8” x 3 ½ (horizontal)
- **1x**: 3 ⅞” x 4 ¾ (vertical) / 8” x 2 ⅜ (horizontal)

**Sizes Listed In Inches**

---

## Formats

- **2-Page Spread**
- **Full Page**
- **2/3 Vertical**
- **2/3 Horizontal**
- **1/2 Vertical**
- **1/2 Horizontal**
- **1/3 Vertical**
- **1/3 Horizontal**
- **1/4 Vertical**
- **1/4 Horizontal**
INVISION IS CAPTURING YOUR CUSTOMERS’ ATTENTION ONLINE

With a state-of-the-art website that rivals top consumer sites for function and beauty, INVISIONMAG.COM continues its rapid growth with eyecare pros. Extra-large banner sizes make it easier for advertisers to attract the attention of site visitors reading our engaging content.

CHECK OUT THE WEBSITE AT:
invisionmag.com

INVISIONMAG.COM TRAFFIC 2019 VS. 2018
Users, sessions and pageviews* all saw gains in 2019.

KEY DIGITAL METRICS

17,500+
Average emails sent
INVISION Daily Bulletin (Monday-Saturday)

16.1% / 22.6%
Average open rate / click through rate*
Beats publishing industry averages

ON SOCIAL MEDIA

Facebook Instagram
5,400+ followers 8,500+ followers

* Source: Omeda Audience Data, September 2019

“I LEARN SOMETHING NEW EVERY MONTH THANKS TO INVISION MAGAZINE. IS IT BAD THAT I HAVE A NOTEBOOK JUST TO WRITE DOWN ALL OF THE INFO?”

Ashley Henriott of Eyewear Unlimited in Niceville, FL, says:
WEBSITE BANNERS

Our award-winning website provides best-in-class ad visibility and improved exposure on mobile devices.

STANDARD PAGE LAYOUT

This wireframe represents what an average run-of-site page on INVISIONMAG.COM looks like.

Headline Banners (B) generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.

SPONSOR THE INVISION DIGIMAG

Your advertisement will appear opposite the cover of the latest edition of INVISION’s digital flipbook, and is featured in two e-blasts to our full email list announcing the release of the latest issue.

$2,495 PER MONTH

BILLBOARD

This dominating, full-width position makes your brand the star of our website.

CPM RATES

<table>
<thead>
<tr>
<th>JAN-DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>$215</td>
</tr>
</tbody>
</table>

Desktop: 1800 x 460 pixels; Mobile: 400 x 300 pixels

HEADLINE BANNERS

In-story (every six paragraphs) banner slots ensure your message will be seen by readers.

CPM RATES

<table>
<thead>
<tr>
<th>JAN-DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>$110</td>
</tr>
</tbody>
</table>

Desktop: 740 x 190 pixels; Mobile: 300 x 250 pixels; Homepage: 1800 x 460 pixels

SKYSCRAPER SIDE BANNER

A towering sidebar banner that gives you space to show off and makes a serious impression.

CPM RATES

<table>
<thead>
<tr>
<th>JAN-DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>$90</td>
</tr>
</tbody>
</table>

Desktop: 300 x 600 pixels; Mobile: 300 x 300 pixels

VIDEO THEATER

This end-of-story position ensures high visibility for your video message or advertisement.

CPM RATES

<table>
<thead>
<tr>
<th>JAN-DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>$160</td>
</tr>
</tbody>
</table>

Send 1080P video files in popular video formats via smartworkmedia.com/sendvideo

SPONSORED HEADLINES

Refer article readers to headlines about your business. (Perfect for driving traffic to articles about your latest company initiatives.)

CPM RATES

<table>
<thead>
<tr>
<th>JAN-DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>$60</td>
</tr>
</tbody>
</table>

Send 400 x 240 thumbnail image and URL for content

SPONSORED HEADLINES
EMAIL BANNERS
Get your message across to 17,500+ passionate fans.

**BILLBOARD**
Make an impact with this full-width, large-format banner at the top of our daily emails.

<table>
<thead>
<tr>
<th>RATES</th>
<th>MONTHLY</th>
<th>$3,250</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WEEKLY</td>
<td>$940</td>
</tr>
</tbody>
</table>

Size: 600 x 155 pixels

**HEADLINE BANNER 1**
This banner puts your message atop the day’s top headlines.

<table>
<thead>
<tr>
<th>RATES</th>
<th>MONTHLY</th>
<th>$2,150</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WEEKLY</td>
<td>$680</td>
</tr>
</tbody>
</table>

Size: 560 x 145 pixels

**SKYSCRAPER**
This towering banner is in a perfect position for high-impact brand recognition.

<table>
<thead>
<tr>
<th>RATES</th>
<th>MONTHLY</th>
<th>$2,150</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WEEKLY</td>
<td>$680</td>
</tr>
</tbody>
</table>

Size: 250 x 500 pixels

**HEADLINE BANNER 2**
This banner catches reader attention as they move through our daily roundup.

<table>
<thead>
<tr>
<th>RATES</th>
<th>MONTHLY</th>
<th>$1,720</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WEEKLY</td>
<td>$520</td>
</tr>
</tbody>
</table>

Size: 560 x 145 pixels

**DAILY TIPS BANNER**
You’re the presenter of our daily tips, some of our fans’ favorite content.

<table>
<thead>
<tr>
<th>RATES</th>
<th>MONTHLY</th>
<th>$1,760</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WEEKLY</td>
<td>$480</td>
</tr>
</tbody>
</table>

Size: 560 x 145 pixels

**BIG FOOT BANNER**
Yes, it’s at the bottom, but it’s the biggest banner on the page – 2x deeper than our standard banners.

<table>
<thead>
<tr>
<th>RATES</th>
<th>MONTHLY</th>
<th>$1,760</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WEEKLY</td>
<td>$480</td>
</tr>
</tbody>
</table>

Size: 560 x 300 pixels
“YOU’RE STILL MY FAVE! ALWAYS ON THE TOP OF THE STACK IN THE BATHROOM!”

JIM WILLIAMS, EYE TO EYE, MEXICO, MO
BILLING, COMMISSION AND TERMS

► New advertisers will be asked to prepay the amount due for the first ad. A 1.5 percent finance charge will be added each month to all outstanding invoices not paid within 30 days.

► Agency commission is 15 percent on space and position to recognized agencies. Verbal agreements or quotes in conflict with the publisher’s stated policies must be in writing and signed by the publisher.

► No conditions appearing on an insertion order, purchase order or any other forms presented to the publisher will be binding if in conflict with the publisher’s stated policies.

► The publisher reserves the right to reject any advertisement. The publication is not liable for any delivery failure beyond its control. Advertisers and agencies assume full liability for all the contents of advertisements printed, and the responsibility for any and all claims arising therefrom.

► The advertiser (and any agencies and/or affiliates) warrants that publication by the publisher of any advertising materials submitted by or on behalf of the advertiser will not (1) include any statements that are false, misleading or defamatory; (2) infringe upon the rights of any third party, including without limitation rights of privacy or any copyrights; (3) violate any applicable laws.

► The advertiser (and any agencies and/or affiliates) further agrees that the publisher cannot be held liable for any costs, damages, liabilities or fees arising from (1) the content and publication of advertisements (including the failure to publish an advertisement); and (2) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.

FREQUENCY DISCOUNTS

► Frequency discounts are based on the number of insertions scheduled within a 12-month period regardless of the ad size. Canceled contracts are subject to a short rate, with the rate applicable for the amount of advertising space used applied retroactively from the first ad inserted onwards. Advertisers will be rebated if, within a 12-month period from the first insertion, they have used sufficient additional insertions to warrant a lower rate.

CANCELLATION POLICY

► Cancellation of ad space must be received in writing before the published closing date.
ADVERTISING SPECS

TECHNICAL GUIDELINES FOR PRINT ADVERTISEMENTS

FILE SUBMISSION
Files that are 10MB or smaller should be emailed directly to artwork@invisionmag.com. This email address reaches several people in the production department. Larger files can be emailed to the same address using a file-sharing site like Dropbox, HighTail.com or WeTransfer.com.
If sending DVDs or flash drives, include a label with the advertiser’s name, issue of insertion, contact name and phone numbers.

PREFERRED FILE FORMAT
Our preferred file format is Press Ready PDF Files (PDF/X-1a). Here are additional guidelines on submitting PDF files for best results.

IMAGES
► Use high resolution images. 350 DPI is recommended.
► TIFF or EPS format preferred. If using JPEG, use only at the maximum-quality setting.
► RGB and LAB color are not allowed.
► Do not save TIFF or EPS files with embedded color management profiles.
► Avoid scaling images, if possible. If you must scale images, do not scale below 50% or above 110%.
► Total Area Coverage should not exceed 300%.

FONTS
► Always embed all fonts.
► Do not allow font substitutions.
► Do not use TrueType fonts.
► Do not “menu-style” your fonts. These styles may not have matching printer fonts available and may not print correctly. For effects such as bold or italic, select a bold or italic font.

COLORS
► Only use CMYK colors; convert spot colors to process.

LAYOUT
► Create documents in Portrait mode without scaling or rotation. If you require scaling or rotation, do so in the original graphics program.
► When bleed is required, provide 1/8-inch beyond the trim area.
► All marks (trim, bleed) should be included in all colors and must be located 1/4-inch (4.25 mm) from trim and not invade the live or bleed areas.

TRANSPARENCY
► All transparent objects must be flattened at a high resolution.
► Avoid placing transparent objects on top of text or other critical vector objects.

OVERPRINT
► Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

OTHER ACCEPTED AD FILE FORMATS
We also accept Macintosh Adobe InDesign files, up to the latest version of Creative Cloud. Contact our ad production manager for other accepted ad file formats.

PROOFS
For four-color ads, provide a color proof with standard AAA/PMS process colors. Note any special instructions directly on the proofs. SmartWork Media cannot guarantee reproduction quality of ads supplied without a proof or those in non-preferred file formats. Ads submitted in non-preferred formats may be subject to additional production fees.

QUESTIONS ABOUT YOUR AD? CONTACT THE AD PRODUCTION MANAGER
EMAIL: artwork@invisionmag.com / PHONE: (212) 981-9625
INVISION
THE 2020 MEDIA PLANNING GUIDE

(For additional promotional options and special opportunities, continue reading.)
For some product categories, the spoken word can be the most efficient and powerful way to inform customers about the benefits of your product. For vendors of such products, INVISION podcasts provide an exciting new marketing option. Since launching podcasts in 2018, we’ve been building a devoted audience. Ready to connect in a more intimate way with new customers? Sponsor a podcast today!

WHAT PODCAST SPONSORS GET:

- 15-second sponsor mention in pre-roll
- 30-second sponsor advertisement in mid-roll
- Sponsor thank-you in outro
- Banner ad in promotional e-blast
- Sponsor logo on podcast episode page
- “Brought to you by ...” sponsor messaging on all social media posts

CURRENT PODCAST OPTIONS

THE INVISION PODCAST
invisionmag.com/podcasts

CUSTOM SPONSORED PODCASTS
Ask your ad rep for more information.

STARTING AT
$1,495
PER EPISODE
MAKE YOURSELF A COVER STAR WITH AN INVISION DIGIMAG SPONSORSHIP

Want a high-profile online placement that puts your business in the starring role opposite the cover of INVISION magazine? It’s easy with a sponsorship of our monthly digital flipbook. With a can’t-miss full-page ad adjacent to our cover (plus online and email banners), it’s a powerful and cost-effective way to associate your brand with eyecare pros’ favorite business publication.

WHAT DIGIMAG SPONSORS GET:
* Full-page ad opposite front cover of digital edition
* Leaderboard banner (500 x 160 pixels) on two monthly e-blasts announcing digimag
* Skyscraper banner (300 x 600 pixels) on main archive page for that month’s issue
* Your company logo on all INVISION digimag promotions

PRICE
$2,495
PER EDITION

SEE OUR LATEST DIGIMAG EDITION AT:
invisionmag.com/digimag
BRING YOUR BRAND TO THE MOST POPULAR INVISION FEATURE OF THE YEAR!

Affiliate your brand with excellence by sponsoring the country’s most prestigious competition for optical retailers

AMERICA’S FINEST OPTICAL RETAILERS 2020 BRAND SPONSORSHIP INCLUDES:

LOGO PLACEMENT
* January, February and March issues of INVISION
* All email promos (2X in January, February and March)
* Digital display units across run of site on invisionmag.com
* Sponsored/boosted social media posts January through March
* 10x America’s Finest profile stories in INVISION magazine (January 2020-Nov/Dec 2020)

PLUS
* Display ad (300x300) on America’s Finest Optical Retailers landing page
* Display ad in editorial eBulletin “teaser” (pre-issue release of winners online in July 2020)
* Logo on intro page of INVISION’S America’s Finest winners feature in July-August 2020

PACKAGE COST
$5,000
4 SPONSORSHIPS AVAILABLE